

Amendments to the Claims:

Claims 1, 5, 9-10, 13, 17-21, 23-24, 28, 32-33, 36, 41-44, 46-65 have been amended. This listing of claims will replace all prior versions, and listings of claims in the application:

Listing of Claims:

1 1. (Currently Amended) In a network comprising a plurality of computers, a
2 computer-implemented method of providing information in response to an information request,
3 the method comprising:

4 providing receiving a first set of rules identifying a plurality of tokens and
5 information associated with the plurality of tokens;

6 receiving the information request from a first source, the information request
7 generated in response to an action performed by the user;

8 determining a first set of tokens from the plurality of tokens corresponding to the
9 information request;

10 determining first information corresponding to the first set of tokens based upon
11 the first set of rules; and

12 communicating the first information to the first source.

1 2. (Original) The method of claim 1 wherein the action performed by the
2 user comprises accessing a first web page and the information request comprises content
3 information displayed by the first web page.

1 3. (Original) The method of claim 1 wherein:
2 the action performed by the user comprises requesting purchase of a plurality of
3 items;

4 the information request comprises information identifying the plurality of items;
5 and

6 the first information comprises information related to purchasable items
7 corresponding to the plurality of items.

1 4. (Original) The method of claim 1 wherein the first source is a first
2 computer, and the method further comprises outputting the first information to the user via the
3 first computer.

1 5. (Currently Amended) The method of claim 1 wherein:
2 the information request comprises content information related to a plurality of
3 items,

4 determining the first set of tokens ~~from the plurality of tokens~~ corresponding to
5 the information request comprises:

6 extracting keywords related to the plurality of items from the content
7 information;

8 determining the first set of tokens corresponding to the keywords; and
9 the first information comprises information related to purchasable items
10 corresponding to the plurality of items.

1 6. (Original) The method of claim 5 wherein the first information
2 comprises promotional information, branding information, and marketing information provided
3 by a plurality of vendors for the first set of tokens.

1 7. (Original) The method of claim 5 wherein extracting the keywords
2 related to the plurality of items from the content information comprises extracting a quantity
3 value associated with at least one keyword extracted from the content information.

1 8. (Original) The method of claim 7 wherein extracting the keywords
2 related to the plurality of items from the content information comprises extracting a unit of
3 measure associated with the quantity value.

1 9. (Currently Amended) The method of claim 1 wherein determining the first
2 set of tokens ~~from the plurality of tokens~~ corresponding to the information request comprises:
3 extracting a first plurality of keywords from the information request; and

4 determining the first set of tokens corresponding to the first plurality of
5 keywords.

10. (Currently Amended) The method of claim 9 wherein:
extracting the first plurality of keywords from the information request comprises:
storing a list of keywords; and
identifying a keyword as belonging to the first plurality of keywords if the
keyword is included in the information request and in the list of keywords; and
determining the first set of tokens corresponding to the first plurality of keywords
by:
storing a second set of rules identifying one or more tokens ~~from the~~
~~tokens~~ corresponding to keywords in the list of keywords; and
determining the first set of tokens corresponding to the first plurality of
keywords based upon the second set of rules.

11. (Original) The method of claim 10 wherein:
the list of keywords includes keywords specified by a plurality of vendors; and
the second set of rules includes rules specified by the plurality of vendors.

12. (Original) The method of claim 1 wherein:
the first set of rules includes a first rule specifying a first condition involving a
iated with at least one token from the plurality of tokens and identifying
be communicated to the user if the first condition is satisfied; and
determining the first information corresponding to the first set of tokens based
set of rules comprises:

7 determining if the first condition of the first rule is satisfied by tokens in
8 the first set of tokens; and
9 if the first condition is satisfied, including the information identified by the
10 first rule in the first information.

1 13. (Currently Amended) The method of claim 1 wherein the first set of rules
2 ~~include rules~~ includes at least one rule configured by a ~~plurality of vendors~~ vendor and the
3 information associated with the plurality of tokens comprises ~~vendor-configured~~ information
4 configured by the vendor.

1 14. (Original) The method of claim 1 wherein determining the first
2 information corresponding to the first set of tokens based upon the first set of rules comprises:
3 determining a second set of rules from the first plurality of rules, the second set of
4 rules including rules associated with the first set of tokens; and
5 determining the first information based on the second set of rules, the first
6 information comprising information specified by the second set of rules.

1 15. (Original) The method of claim 1 further comprising:
2 storing preferences for the user;
3 filtering the first information to include information which satisfies the user
4 preferences; and
5 wherein communicating the first information to the first source comprises
6 communicating the filtered first information to the first source.

1 16. (Original) The method of claim 1 wherein:
2 the first set of rules includes a first rule provided by a first vendor, the first rule
3 specifying a first condition involving at least one token from the plurality of tokens and
4 identifying information provided by the first vendor to be communicated to the user if the first
5 condition is satisfied; and
6 determining the first information corresponding to the first set of tokens based
7 upon the first set of rules comprises:
8 determining if the first condition of the first rule is satisfied by tokens in
9 the first set of tokens; and

10 if the first condition is satisfied, including the information provided by the
11 first vendor in the first information.

17. (Currently Amended) The method of claim 1 further comprising: modifying the first set of rules by modifying the associations between the plurality of tokens and information associated with the plurality of tokens; and wherein determining the first information corresponding to the first set of tokens based upon the first set of rules ~~comprising~~ comprises determining the first information based upon the modified first set of rules.

18. (Currently Amended) In a network comprising a plurality of computers, a computer-implemented method of providing information in response to an information request, the method comprising:

receiving the information request from a first source, the information request generated in response to an action performed by the user;

determining, based upon a first set of rules, a plurality set of one or more tokens corresponding to the information request;

determining a plurality of one or more vendors corresponding to the plurality set of tokens;

determining, based upon a second set of rules, first information provided by the plurality of one or more vendors corresponding to the plurality set of tokens; and communicating the first information to the first source.

19. (Currently Amended) In a network comprising a plurality of computers, a computer-implemented method of providing information in response to an information request, the method comprising:

receiving the information request from a first computer system, the information request generated in response to an action performed by the user;

determining, based upon a first set of rules, a plurality of one or more tokens corresponding to the information request;

8 determining ~~a~~ plurality of one or more vendors corresponding to the plurality of
9 one or more tokens;
10 for each vendor from the plurality of one or more vendors:
11 determining a set of tokens from the plurality of one or more tokens
12 associated with the vendor;
13 communicating information related to the set of tokens to the vendor; and
14 in response, receiving information from the vendor corresponding to the
15 set of tokens; and
16 communicating information received from the plurality of one or more vendors to
17 the first computer system.

1 20. (Currently Amended) In a network comprising a first computer system
2 and a second computer system, a computer-implemented method of providing information in
3 response to an information request, the method comprising:
4 at the first computer system:
5 generating the information request in response to a user action; and
6 communicating the information request to the second computer system;
7 and
8 at the second computer system:
9 receiving the information request from the first computer;
10 accessing a first set of rules identifying a plurality of tokens and
11 information associated with the plurality of tokens;
12 determining a first set of tokens ~~from the plurality of tokens~~ corresponding
13 to the information request;
14 determining first information corresponding to the first set of tokens based
15 upon the first set of rules; and
16 communicating the first information to the first computer system.

1 21. (Currently Amended) The method of claim 20 wherein:

2 generating the information request at the first computer in response to the user
3 action comprises:

4 accessing a first web page provided by the second computer system, the
5 first web page comprising an input field for inputting information; and
6 inputting information identifying a second web page in the input field; and
7 determining the first set of tokens at the second computer system ~~from the~~
8 plurality of tokens corresponding to the information request comprises:

9 determining at least one token in the first set of tokens based on content
10 information displayed by the second web page.

1 22. (Original) The method of claim 21 wherein the second web page is
2 stored by a third computer system.

1 23. (Currently Amended) The method of claim 20 wherein:
2 generating the information request at the first computer in response to the user
3 action comprises:

4 accessing a first web page provided by the second computer system, the
5 first web page comprising an input field for inputting information; and
6 inputting content information in the input field; and
7 determining the first set of tokens at the second computer system ~~from the~~
8 plurality of tokens corresponding to the information request comprises:
9 determining at least one token in the first set of tokens based on the
10 content information input in the input field.

1 24. (Currently Amended) A system for providing information to a user
2 comprising:
3 a communication network;
4 a first computer system coupled to the communication network; and
5 a second computer system coupled to the communication network;
6 wherein the second computer system is configured to:

7 store a first set of rules identifying a plurality of tokens and information
8 associated with the plurality of tokens;
9 receive an information request from the first computer system, the
10 information request generated in response to an action performed by the user using the first
11 computer system;
12 determine a first set of tokens ~~from the plurality of tokens~~ corresponding
13 to the information request;
14 determine first information corresponding to the first set of tokens based
15 upon the first set of rules; and
16 communicate the first information to the first computer system.

4 in order to determine the first set of tokens ~~from the plurality of tokens~~
5 corresponding to the information request, the second computer system is configured to:
6 extract keywords related to the plurality of items from the content
7 information;
8 determine the first set of tokens corresponding to the keywords; and
9 the first information comprises information related to purchasable items
10 corresponding to the plurality of items.

1 29. (Original) The system of claim 28 wherein the first information
2 comprises promotional information, branding information, and marketing information provided
3 by a plurality of vendors for the first set of tokens.

1 30. (Original) The system of claim 28 wherein the second computer
2 system is configured to extract a quantity value associated with at least one keyword extracted
3 from the content information.

1 31. (Original) The system of claim 30 the second computer is configured
2 to extracting a unit of measure associated with the quantity value.

1 32. (Currently Amended) The system of claim 24 wherein the second
2 computer system is configured to determine the first set of tokens ~~from the plurality of tokens~~
3 corresponding to the information request by:
4 extracting a first plurality of keywords from the information request; and
5 determining the first set of tokens corresponding to the first plurality of
6 keywords.

1 33. (Currently Amended) The system of claim 32 wherein:
2 extracting the first plurality of keywords from the information request comprises:
3 storing a list of keywords; and
4 identifying a keyword as belonging to the first plurality of keywords if the
5 keyword is included in the information request and in the list of keywords; and

6 determining the first set of tokens corresponding to the first plurality of keywords
7 comprises:

8 storing a second set of rules identifying one or more tokens ~~from the~~
9 plurality of tokens corresponding to keywords in the list of keywords; and

10 determining the first set of tokens corresponding to the first plurality of
11 keywords based upon the second set of rules.

1 34. (Original) The system of claim 33 wherein:
2 the list of keywords includes keywords specified by a plurality of vendors; and
3 the second set of rules includes rules specified by the plurality of vendors.

1 35. (Original) The system of claim 24 wherein:
2 the first set of rules includes a first rule specifying a first condition involving a
3 category associated with at least one token from the plurality of tokens and identifying
4 information to be communicated to the user if the first condition is satisfied; and
5 in order to determine the first information corresponding to the first set of tokens
6 based upon the first set of rules, the second computer system is configured to:

7 determine if the first condition of the first rule is satisfied by tokens in the
8 first set of tokens; and
9 if the first condition is satisfied, include the information identified by the
10 first rule in the first information.

1 36. (Currently Amended) The system of claim 24 wherein the first set of rules
2 include rules includes at least one rule configured by a plurality of vendors vendor and the
3 information associated with the plurality of tokens comprises information configured by [[a]] the
4 vendor.

1 37. (Original) The system of claim 24 wherein in order to determine the
2 first information corresponding to the first set of tokens based upon the first set of rules, the
3 second computer system is configured to:

4 determine a second set of rules from the first plurality of rules, the second set of
5 rules including rules associated with the first set of tokens; and
6 determine the first information based on the second set of rules, the first
7 information comprising information identified by the second set of rules.

1 38. (Original) The system of claim 24 wherein the second computer
2 system is further configured to:
3 store preferences for the user;
4 filter the first information to include information which satisfies the user
5 preferences; and
6 communicate the filtered first information to the first computer system.

1 39. (Original) The system of claim 24 wherein:
2 the first set of rules includes a first rule provided by a first vendor, the first rule
3 specifying a first condition involving at least one token from the plurality of tokens and
4 identifying information provided by the first vendor to be communicated to the user if the first
5 condition is satisfied; and
6 in order to determine the first information corresponding to the first set of tokens
7 based upon the first set of rules, the second computer system is configured to:
8 determine if the first condition of the first rule is satisfied by tokens in the
9 first set of tokens; and
10 if the first condition is satisfied, include the information provided by the
11 first vendor in the first information.

1 40. (Original) The system of claim 24 wherein the first computer system
2 is further configured to:
3 modify the first set of rules by modifying the associations between the plurality of
4 tokens and information associated with the plurality of tokens; and
5 determine the first information based upon the modified first set of rules.

1 41. (Currently Amended) A system for providing information to a user
2 comprising:
3 a communication network;
4 a first computer system coupled to the communication network; and
5 a second computer system coupled to the communication network;
6 wherein the second computer system is configured to:
7 receive an information request from a first computer system, the
8 information request generated in response to an action performed by the user using the first
9 computer system;
10 determine, based upon a first set of rules, a plurality set of one or more
11 tokens corresponding to the information request;
12 determine a plurality of one or more vendors corresponding to the
13 plurality set of tokens;
14 determine, based upon a second set of rules, first information provided by
15 the plurality of one or more vendors corresponding to the plurality set of tokens; and
16 communicate the first information to the first computer.

1 42. (Currently Amended) A system for providing information to a user
2 comprising:
3 a communication network;
4 a first computer system coupled to the communication network; and
5 a second computer system coupled to the communication network;
6 wherein the second computer system is configured to:
7 receive an information request from the first computer system, the
8 information request generated in response to an action performed by the user;
9 determine, based upon a first set of rules, a plurality of one or more tokens
10 corresponding to the information request;
11 determine a plurality of one or more vendors corresponding to the
12 plurality of tokens;

13 for each vendor from the plurality of one or more vendors:
14 determine a set of tokens from the plurality of one or more tokens
15 associated with the vendor;
16 communicate information related to the set of tokens to the vendor;
17 and
18 in response, receive information from the vendor corresponding to
19 the set of tokens; and
20 communicate information received from the plurality of one or more vendors to
21 the first computer system.

1 44. (Currently Amended) The system of claim 43 wherein:

2 in order to generate the information request in response to the user action, the first
3 computer system is configured to:

4 access a first web page provided by the second computer system, the first
5 web page comprising an input field for inputting information; and

6 facilitate input of information identifying a second web page in the input
7 field; and

8 in order to determine the first set of tokens ~~from the plurality of tokens~~
9 corresponding to the information request, the second computer system is configured to:

10 determine at least one token in the first set of tokens based on content
11 information displayed by the second web page.

1 45. (Original) The system of claim 44 wherein the second web page is
2 stored by a third computer system coupled to the communication network.

1 46. (Currently Amended) The system of claim 43 wherein:
2 in order to generate the information request in response to the user action, the first
3 computer system is configured to:

4 access a first web page provided by the second computer system, the first
5 web page comprising an input field for inputting information; and

6 facilitate input of content information in the input field; and

7 in order to determine the first set of tokens ~~from the plurality of tokens~~
8 corresponding to the information request, the second computer system is configured to
9 determine at least one token in the first set of tokens based on the content
10 information input in the input field.

1 47. (Currently Amended) A ~~computer program product stored on a computer-~~
2 ~~readable storage medium storing a computer program for controlling a data processor to provide~~
3 ~~providing~~ information in response to an information request, the computer program ~~product~~
4 comprising:

5 code that causes the data processor to receive for providing a first set of rules
6 identifying a plurality of tokens and information associated with the plurality of tokens;
7 code that causes the data processor to receive for receiving the information
8 request from a first source, the information request generated in response to an action performed
9 by the user;
10 code that causes the data processor to determine for determining a first set of
11 tokens ~~from the plurality of tokens~~ corresponding to the information request;
12 code that causes the data processor to determine for determining first information
13 corresponding to the first set of tokens based upon the first set of rules; and
14 code that causes the data processor to communicate for communicating the first
15 information to the first source.

1 48. (Currently Amended) The computer-readable medium computer program
2 ~~product~~ of claim 47 wherein the action performed by the user comprises accessing a first web
3 page and the information request comprises content information displayed by the first web page.

1 49. (Currently Amended) The computer-readable medium computer program
2 ~~product~~ of claim 47 wherein:
3 the action performed by the user comprises requesting purchase of a plurality of
4 items;
5 the information request comprises information identifying the plurality of items;
6 and
7 the first information comprises information related to purchasable items
8 corresponding to the plurality of items.

1 50. (Currently Amended) The computer-readable medium computer program
2 ~~product~~ of claim 47 wherein the first source is a first computer, the computer program ~~code~~
3 ~~further comprises comprising~~ code that causes the data processor to output for outputting the first
4 information to the user via the first computer.

51. (Currently Amended) The computer-readable medium computer program product of claim 47 wherein:

the information request comprises content information related to a plurality of items,

the code that causes the data processor to determine ~~for determining~~ the first set of tokens ~~from the plurality of tokens~~ corresponding to the information request comprises:

code that causes the data processor to extract for extracting keywords related to the plurality of items from the content information;

9 code that causes the data processor to determine for determining the first
10 set of tokens corresponding to the keywords; and

11 the first information comprises information related to purchasable items
12 corresponding to the plurality of items.

52. (Currently Amended) The computer-readable medium computer program product of claim 51 wherein the first information comprises promotional information, branding information, and marketing information provided by a plurality of vendors for the first set of tokens.

53. (Currently Amended) The computer-readable medium ~~computer program~~ product of claim 51 wherein the code that causes the data processor to extract ~~for extracting~~ the keywords related to the plurality of items from the content information comprises code that causes the data processor to extract ~~for extracting~~ a quantity value associated with at least one keyword extracted from the content information.

54. (Currently Amended) The computer-readable medium computer program product of claim 53 wherein the code that causes the data processor to extract ~~for extracting~~ the keywords related to the plurality of items from the content information comprises code that causes the data processor to extract ~~for extracting~~ a unit of measure associated with the quantity value.

1 55. (Currently Amended) The computer-readable medium computer program
2 ~~product~~ of claim 47 wherein the code that causes the data processor to determine for determining
3 ~~the first set of tokens from the plurality of tokens~~ corresponding to the information request
4 comprises:

5 code that causes the data processor to extract for extracting a first plurality
6 of keywords from the information request; and

7 code that causes the data processor to determine for determining the first
8 set of tokens corresponding to the first plurality of keywords.

1 56. (Currently Amended) The computer-readable medium computer program
2 ~~product~~ of claim 55 wherein:

3 the code that causes the data processor to extract for extracting the first plurality
4 of keywords from the information request comprises:

5 code that causes the data processor to receive for storing a list of
6 keywords; and

7 code that causes the data processor to identify for identifying a keyword as
8 belonging to the first plurality of keywords if the keyword is included in the information request
9 and in the list of keywords; and

10 the code that causes the data processor to determine for determining the first set of
11 tokens corresponding to the first plurality of keywords comprises:

12 code that causes the data processor to receive for storing a second set of
13 rules identifying one or more tokens from the plurality of tokens corresponding to keywords in
14 the list of keywords; and

15 code that causes the data processor to determine for determining the first
16 set of tokens corresponding to the first plurality of keywords based upon the second set of rules.

1 57. (Currently Amended) The computer-readable medium computer program
2 ~~product~~ of claim 56 wherein:

3 the list of keywords includes keywords specified by a plurality of vendors; and

4 the second set of rules includes rules specified by the plurality of vendors.

1 58. (Currently Amended) The computer-readable medium computer program
2 product of claim 47 wherein:

3 the first set of rules includes a first rule specifying a first condition involving a
4 category associated with at least one token from the plurality of tokens and identifying
5 information to be communicated to the user if the first condition is satisfied; and

6 the code that causes the data processor to determine for determining the first
7 information corresponding to the first set of tokens based upon the first set of rules comprises:

8 code that causes the data processor to determine for determining if the first
9 condition of the first rule is satisfied by tokens in the first set of tokens; and

10 if the first condition is satisfied, code that causes the data processor to
11 include for including the information identified by the first rule in the first information.

1 59. (Currently Amended) The computer-readable medium computer program
2 product of claim 47 wherein the first set of rules include rules includes at least one rule
3 configured by a plurality of vendors vendor and the information associated with the plurality of
4 tokens comprises information configured by [[a]] the vendor.

1 60. (Currently Amended) The computer-readable medium computer program
2 product of claim 47 wherein the code that causes the data processor to determine for determining
3 the first information corresponding to the first set of tokens based upon the first set of rules
4 comprises:

5 code that causes the data processor to determine for determining a second set of
6 rules from the first plurality of rules, the second set of rules including rules associated with the
7 first set of tokens; and

8 code that causes the data processor to determine for determining the first
9 information based on the second set of rules, the first information comprising information
10 specified by the second set of rules.

1 61. (Currently Amended) The computer-readable medium computer program
2 product of claim 47 further comprising:

3 code that causes the data processor to receive for storing preferences for the user;
4 code that causes the data processor to filter for filtering the first information to
5 include information which satisfies the user preferences; and
6 wherein the code that causes the data processor to communicate for
7 communicating the first information to the first source comprises code that causes the data
8 processor to communicate for communicating the filtered first information to the first source.

1 62. (Currently Amended) The computer-readable medium computer program
2 product of claim 47 wherein:

3 the first set of rules includes a first rule provided by a first vendor, the first rule
4 specifying a first condition involving at least one token from the plurality of tokens and
5 identifying information provided by the first vendor to be communicated to the user if the first
6 condition is satisfied; and

7 the code that causes the data processor to determine for determining the first
8 information corresponding to the first set of tokens based upon the first set of rules comprises:

9 code that causes the data processor to determine for determining if the first
10 condition of the first rule is satisfied by tokens in the first set of tokens; and

11 if the first condition is satisfied, code that causes the data processor to
12 include for including the information provided by the first vendor in the first information.

1 63. (Currently Amended) The computer-readable medium computer program
2 product of claim 47 wherein the computer program further comprising comprises:

3 code that causes the data processor to modify for modifying the first set of rules
4 by modifying the associations between the plurality of tokens and information associated with
5 the plurality of tokens; and

6 wherein the code that causes the data processor to determine for determining the
7 first information corresponding to the first set of tokens based upon the first set of rules

8 comprises code that causes the data processor to determine ~~for determining~~ the first information
9 based upon the modified first set of rules.

1 64. (Currently Amended) A ~~computer program product stored on a computer-~~
2 ~~readable storage medium storing a computer program for controlling a data processor to provide~~
3 ~~providing~~ information in response to an information request, the computer program ~~product~~
4 comprising:

5 code that causes the data processor to receive ~~for receiving~~ an information request
6 from a first source, the information request generated in response to an action performed by the
7 user;

8 code that causes the data processor to determine, based upon a first set of rules,
9 ~~for determining a set plurality of one or more~~ tokens corresponding to the information request;
10 code that causes the data processor to determine ~~for determining a plurality of one~~
11 or more vendors corresponding to the plurality ~~set~~ of tokens;

12 code that causes the data processor to determine, based upon a second set of rules,
13 ~~for determining~~ first information provided by the ~~plurality of one or more~~ vendors corresponding
14 to the ~~plurality~~ set of tokens; and

15 code that causes the data processor to communicate ~~for communicating~~ the first
16 information to the first source.

1 65. (Currently Amended) A ~~computer program product stored on a computer-~~
2 ~~readable storage medium storing a computer program for controlling a data processor to provide~~
3 ~~providing~~ information in response to an information request, the computer program ~~product~~
4 comprising:

5 code that causes the data processor to receive ~~for receiving~~ the information
6 request from a first computer system, the information request generated in response to an action
7 performed by the user;

8 code that causes the data processor to determine, based upon a first set of rules,
9 ~~for determining a plurality of one or more~~ tokens corresponding to the information request;

10 code that causes the data processor to determine for determining a plurality of one
11 or more vendors corresponding to the plurality of one or more tokens;
12 for each vendor from the plurality of one or more vendors:
13 code that causes the data processor to determine for determining a set of
14 tokens from the plurality of one or more tokens associated with the vendor;
15 code that causes the data processor to communicate for communicating
16 information related to the set of tokens to the vendor; and
17 in response, code that causes the data processor to receive for receiving
18 information from the vendor corresponding to the set of tokens; and
19 code that causes the data processor to communicate for communicating
20 information received from the plurality of one or more vendors to the first computer system.